

**Abstract**

The present invention relates to a system comprising a TV apparatus (3) which is responsive to control signals transmitted to said TV apparatus via a wireless connection (7), a mobile station (2) of a user, and a network element (1) which is configured to receive and store user specific parameters regarding at least one television program. The network element is arranged to generate at least one control message and to transmit said at least one control message via a cellular radio system (9) to said mobile station (2) of said user. Said mobile station (2) is configured to transmit control signals generated from information included in said at least one control message to said TV apparatus (3) via said wireless connection (7) in order to control said TV apparatus (3) to customize said broadcasted television program according to the user specific parameters.

Figure 2